
Sent: 25/02/2025 9:16:12 AM
Subject: McDonald's DA, 37 Roseberry St Balgowlah

Northern Beaches Council,
council@northernbeaches.nsw.gov.au

Re- DA2025/0132
Submission on the McDonald's Development Application for
37 Roseberry St, Balgowlah

Whilst not against the principle of McDonald's establishing an additional outlet in the council area, as a qualified town planner with many years experience in a 'mature development environment', I wish to say that I believe the development proposal for a fast food takeaway and sit-in restaurant, essentially driven by vehicular traffic, is inappropriate for the this site.

My experience has shown that this is an inappropriate level of land use for the land given its location within the Northern Beaches area and the city of Sydney; a poor use given its inherent value in the city's development framework overall.

This area has grown from a 'service trades' type area over the past twenty years into a significant node of a major world-class city, to a fundamental facility in the growth of Sydney as a whole. It simply has this larger role to play because of its location. Hence it needs to host a higher, more mature level of development.

The proposal stymies this need, and role, and instead takes its use and purpose back to the 1950's and '60's to the quasi American, car driven eat-out, with a very low density and site use. It needs a higher and a more significant land use. It is too 'valuable' in the planning sense to be put to such a 'low classified' use. Your council needs these types of land parcels to fulfill its broader town planning obligations.

There will be traffic congestion issues with the proposal and these will cause some problems. But forget the opinions on food quality, forget the nature of the sociology associated with the intended use, we need to seek the higher land use 'order', as per a quality city and town plan.

sincerely,
Peter Leech, Town and Regional Planner
22/30-34 Gordon St
Manly Vale NSW 2093
25 feb 2025

Sent from my iPad